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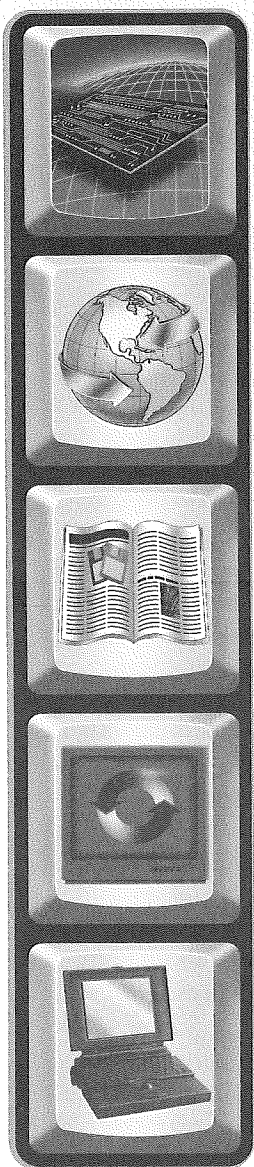
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SOUTHERN NEWSPAPER ASSOCIATION



Interactive Newspapers '96

What's Hot? What's Not? What's Next? Positioning for Profitability.

FEBRUARY 21-24, 1996 • HYATT REGENCY EMBARCADERO • SAN FRANCISCO, CA



- ❖ See the hottest interactive products, media company Web sites and much more
- ❖ Hear what industry innovators are predicting and planning
- ❖ Learn how publishers are gauging their success and positioning for profitability
- ❖ Interact with the best and brightest in the business

**THERE'S NO
BETTER
MEETING
PLACE TO
DISCUSS
INTERACTIVE
INFORMATION
SERVICES IN
THE
NEWSPAPER
INDUSTRY**

Interactive Newspapers '96

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WHO SHOULD ATTEND?

Newspaper executives who need to stay informed of critical developments in the interactive newspaper business including:

Publishers	Managing Editors	Electronic News Editors
Technology Directors	Marketing Directors	Sales Managers
Advertising Directors	Strategic Planners	Reporters
New Technologies Analysts	Electronic Publishing Managers	Production Managers
Business Development Managers	Product Managers	Classified Ad Managers
Webmasters	Web Site Developers	HTML Programmers

Plus: suppliers of technology, content or services who want to reach this market

PROGRAM

A list of sessions follows. There is one optional session on Wednesday afternoon. Sessions begin at 8:30 a.m. on Thursday and Friday and at 8:00 a.m. on Saturday. Each day begins with a keynote address and important conference-wide meetings. Breakout sessions and round-table discussions follow in the afternoon, allowing you to focus on the issues and topics that interest you most.

WEDNESDAY, FEBRUARY 21

❖ **Optional Technology Overview: A Tutorial**

This pre-conference session explores all facets of interactive information services and sets the stage for the conference. It's a great way to gain insight if you're new to interactive media or to simply refresh your knowledge. We'll review interactive newspapers from start to finish—from platform to product launch. Areas covered include technology advances in the areas of online, cable, wireless, direct broadcast; content issues; and user devices ranging from the PC and the personal digital assistant to interactive television.

THURSDAY, FEBRUARY 22

GENERAL SESSIONS

❖ **Introduction & Market Overview**

The state of interactive newspapers: a perspective from John F. Kelsey, III.

❖ **Intellectual Property in Cyberspace** — **A Keynote Address**

As Chairwoman of the Electronic Frontier Foundation, Esther Dyson works to protect free speech and privacy online. Hear how this influential visionary is helping to shape the balance of rights and responsibilities for both businesses and consumers in this evolving electronic ecosystem.

❖ **Interactive Newspapers: The Next Wave of Change** — **A Keynote Address**

A leading publishing executive provides a critical perspective from which to view future changes in the interactive

newspaper landscape. Hear how you can best prepare your business for the continuing onslaught of new technologies, consumer demands and more.

❖ **Positioning for Profitability**

How can you maximize return on your interactive investment? How can you also ensure that your business model will wear the test of digital time? Hear how several newspapers have positioned themselves to meet these challenges.

BREAKOUT SESSIONS

❖ **Relevant Relatives**

What product-launch strategies have worked for other publishers in new media? What can newspaper professionals learn from them? Representatives from the magazine, broadcast, Yellow Pages and other related businesses share their knowledge, their vision, their successes, their failures.

❖ **The Cycles of CD-ROM**

Sales of both multimedia-capable computers and CD-ROM titles continue to soar. This session examines the trends in CD-ROM that are driving these numbers—from technical advances to distribution strategies. You'll also discover ways in which CD-ROM and online are merging to offer the consumer a vast resource of desktop information, with an automatic link to the rest of the world.

❖ **Inside Internet Access**

Options abound for consumer Internet access. This session delves into the variety of available access—from dial-up through a local service provider to direct connections to cable—and tells you what you should know about consumer expectations as you plan your Web presence.

❖ **Segmenting the Screenager**

An in-depth look at the growing generation of connected kids and how that translates into opportunity for the newspaper business.

❖ **Auditing Advertising on the Web**

Learn the latest ways advertisers are measuring their return on investment as the industry clamors for accurate ways to track who enters a site, how long they stay, where they came from and, most importantly, which pages they see.

❖ **New Media Research**

This interesting exploration digs deep into the newfound wealth of research conducted for the interactive arena. Let our experts help you sort through the data so you can grab hold of information that's meaningful and vital for your interactive services planning strategy.

❖ **Electronic Classifieds and Interactive Newspapers**

Learn how you can integrate this mainstay revenue source into your interactive plans and hear firsthand the lessons learned by those already engaged in interactive classifieds.

❖ **Inside the Web Toolbox**

Immerse yourself in HTML, SGML and other Web publishing technologies. Find out how you can best use these authoring tools to build a newspaper site that accomplishes your interactive goals.

❖ **Securing Electronic Transactions**

Electronic commerce is expected to grow twenty-fold over the next five years. That means issues related to cybercash and security must be exposed and explored. Join us for this important session focusing on what you need to know to ensure a problem-free Internet economy.

❖ **International Activity**

The Internet offers unprecedented opportunity for globalizing your interactive newspaper business. Hear how some newspapers have grabbed onto this instant window on the world and understand the issues and implications of world-wide interactivity.

FRIDAY, FEBRUARY 23

GENERAL SESSIONS

❖ **Another Evolution—A Keynote Address**

Technology isn't the only evolving element in the newspaper profession. Social changes are altering—among other things—the ways consumers get their news. Find out what this means for your publication's future during this important address.

❖ **Journalists Speak Out— An Editorial View of Multimedia**

Do reporters find themselves writing about the facts but thinking about how the story will play out in HTML? Leading reporters examine the effect of interactive media and what it means for the traditional skills of the journalist.

❖ **Research Results & Expert Response**

A revealing report on the Seventh Annual Interactive Newspapers Survey plus instant analysis from prominent newspaper market researchers.

ROUND-TABLE DISCUSSIONS

Here's your chance to debate the issues, throw out ideas for consideration and hear what your competitors and colleagues have to say about the topics that matter most to you. A facilitator sets the stage for each topic but then the gloves come off and the fun begins. A list of planned topics follows. You'll have the opportunity to attend one, two or more of the discussions.

- ❖ 10 Steps to Creating a Successful Web Site
- ❖ Promoting Online Services in your Market
- ❖ Small-Newspaper Strategies for Profitable Interactive Publishing
- ❖ Interactive Legal Issues: Trademarks, Patents, Ownership, Copyrights, Censorship
- ❖ Other Opportunities: Co-Op Advertising, Cyber-Coupons & More
- ❖ Beyond the News: Sports & Other Local Online Content
- ❖ The World of Interactive Technology as it Impacts the Suburban Newspaper Industry
- ❖ How to Make the Most of Voice Personals
- ❖ Database Marketing: How, Why, What's in it for You?
- ❖ Interactive TV
- ❖ Beyond the PC: PDAs, Screen Phones, Touch Screens, Kiosks and More
- ❖ Marketing to Women Online: Essential Insight into this High-Potential Segment
- ❖ Technology Overview for the Small Newspaper Publisher
- ❖ Intelligent Agents
- ❖ New Technologies in the Classroom: The Shifting Skills in Journalism

❖ **Town Meeting/The New Century Network**

Will the New Century Network change the balance of power in the industry? Is the arrangement a friend or a foe to newspaper companies? Representatives from the Network will present their latest recommendations, findings and strategies. They'll also respond to questions from analysts and reporters.

SATURDAY, FEBRUARY 24

GENERAL SESSIONS

❖ **Living on the Interactive Edge—A Keynote Address**

A distinguished and entertaining speaker on new technologies, **Microsoft's Greg Riker** presents his unique perspective on and experience with leading-edge communication and information products. Hear how Riker lives his way-out digital life today and how he predicts we'll all be living it tomorrow.

❖ **The Top-10 Newspaper Web Sites**

Who has it all on the Web—compelling content, unique identity, innovative page design? Our expert panel reviews their selections for the top-10 Web-based newspapers.

❖ **The Changing Role of Advertising**

Hear firsthand accounts from advertising strategizers who have wrestled with the major ad issues—positioning, pricing and promoting to selling space and supporting spots in the electronic arena. Also find out how major local advertisers see their creative and media-buying strategies changing to meet the demands of the Web and other interactive opportunities.

❖ **So...What's Next?**

We know what's hot and what's not. But what's next? Which technologies will play a role in the next generation of interactive newspapers? From bandwidth advances to intercasting, you'll hear top experts predict the next wave of electronic growth as well as their insight into how new media publications will play a role in the consumer's information intake.

SPONSORS



The Kelsey Group is the leading publishing and consulting firm specializing in identifying opportunities that enhance a print product through emerging technologies and new delivery systems. They have sponsored 27 successful conferences on Interactive Newspapers, New Technologies for Directory Publishers, and Media Alliances.



Editor & Publisher, the bible of the newspaper industry, has previously co-sponsored three conferences on Interactive Newspapers with The Kelsey Group. For more than a century, *E&P* has reported the news of the news industry with the intensity of a leader, the integrity of an independent publication, the commitment to provide accurate, honest editorial and the dedication to a free press.



The International Newspaper Marketing Association is a network of 1,000 newspaper professionals worldwide dedicated to applying marketing principles to all facets of the newspaper. INMA is an association whose members help fellow members stay in touch, implement ideas and make their newspapers more profitable.



The National Newspaper Association is the longest-standing association dedicated to the community press. Its present membership of 4,000 titles includes daily and weekly newspapers, all with a local focus. NNA represents newspapers before all branches of government, promotes the community press to advertisers, publishes a biweekly newspaper and offers an annual trade show.



Suburban Newspapers of America represents the most innovative suburban and urban community newspaper publishing companies in North America, collectively publishing more than 2,000 newspapers. SNA runs conferences geared to all aspects of suburban newspaper publishing and also publishes a bimonthly industry newsletter in addition to membership directories.

ADDITIONAL CONFERENCE HIGHLIGHTS

Complete Exhibit Hall & Product Presentations

More than 60 products and services at the center of the interactive newspaper business will be on display in the exhibit hall. This provides you with an outstanding opportunity to see information technology at work and network with technology vendors. Hosted and organized by Editor & Publisher. Some organizations will also have optional 15-minute product presentations during exhibit hall hours. For information, call Steve Townsley at Editor & Publisher (212-675-4380).

Each Interactive Newspapers '96 Attendee Receives:

- ❖ Hard copy of speaker presentations attractively packaged, a complete attendee list and invaluable materials from exhibitors
- ❖ Results of The Kelsey Group's and Editor & Publisher's Seventh Annual Interactive Newspapers Survey
- ❖ *Editor & Publisher's* Special Issue, which includes a pull-out section devoted exclusively to interactive newspapers and the Editor & Publisher Interactive Products and Services Directory
- ❖ A better understanding of the real opportunities in interactive services for your newspaper and a comprehensive list of resources and contacts

Hotel:

The spectacular Hyatt Regency Embarcadero is offering a special conference room rate: \$149 per night/single or double. Reserve your room quickly—only a limited number are available at this discounted rate. Call the Hyatt directly at (415) 788-1234 or Hyatt's toll-free reservation number (800) 233-1234.

Special Needs:



If there's anything we can do to make your participation more convenient or easier, check the appropriate space on the registration form or call (609) 921-7200.

Cancellation Policy:

There is a \$100 service charge for cancellations received in writing prior to Dec. 1, 1995. Cancellations received between Dec. 1, 1995, and Jan. 10, 1996, will be assessed a 50% service charge; cancellations after that or registrants who do not attend are liable for the full registration fee. Substitutions from the same company can be made at any time prior to the conference.

WHEN: February 21-24, 1996

WHERE: Hyatt Regency San Francisco in Embarcadero Center, (415) 788-1234

For more information or group rates, call The Kelsey Group at (609) 921-7200 or send an e-mail to tkg@ix.netcom.com. To register, call the number above, mail or fax (609-921-2112) the attached registration form or use our online registration form (<http://www.kelseygroup.com/kelsey>). We will also keep the program updated at this Web site.

NNA Members: For a **special rate** and to register please call (703) 907-7900.

SNA Members: For a **special rate** and to register please call (312) 644-6610.

REGISTRATION FORM

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☒ **YES!** Register me at the discount price of \$895*; \$990 if you plan to attend the optional **Technology Overview**.

Name _____ Title _____

Company _____ Phone() _____ Fax() _____

Address _____ City _____ State _____ Zip/Postal Code _____

E-mail Address _____ Your Web Site URL (if applicable) _____

_____ I plan to attend the **Technology Overview** at \$95.

_____ **TOTAL COST**

Full payment is required prior to the meeting

☐ My check is enclosed (U.S. funds only, payable to "Interactive Newspapers Conference")

Check must be through a U.S. bank.

☐ Bill my credit card:

☐ American Express

☐ VISA

☐ MasterCard

Account Number _____ Expiration Date _____

Signature _____

Mail To: The Kelsey Group
600 Executive Drive
Princeton, NJ 08540-1528

Call: (609) 921-7200
Fax: (609) 921-2112
E-mail: tkg@ix.netcom.com.

Register on our Web site at: <http://www.kelseygroup.com/kelsey>

_____ Please check here if you are physically challenged and require special needs at the conference. We will be in touch with you.

* \$895 before Dec. 20, \$995 before Jan. 26; \$1,195 thereafter. (Only credit cards, traveler's checks and cash can be accepted at the door.)

Remember to add \$95 if you plan to attend the optional Technology Overview. Group rates are available. Call for more information.

The Kelsey Group
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Princeton, NJ 08540-1528

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EARLY REGISTRATION DISCOUNT AVAILABLE! DETAILS INSIDE.

The Seventh Annual Conference

Interactive Newspapers '96

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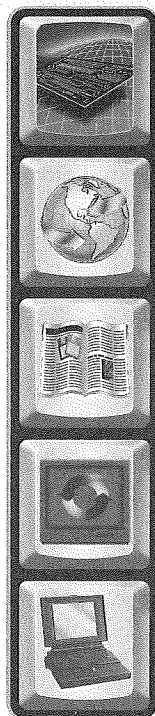
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What it is: The definitive meeting place to discuss interactive information services in the newspaper industry.

Who will be there: More than 700 newspaper executives and leading suppliers attended **Interactive Newspapers '95**. We estimate 800 to 1,000 will attend this year's event. If you care about the future of the news business, you need to be there.

PLUS: Keynote speakers **Esther Dyson**, President, EDventure Holdings
Greg Riker, Microsoft's Director of Advanced Consumer Technology.

AND hot topics, breakout sessions, round-table discussions, great speakers, an exhibit hall for hands-on demonstrations, product presentations, receptions and other networking opportunities.



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